



WXYZ

ORDER

Print Date 08/29/12

Page 1 of 2

Flight Dates **08/14/12-08/21/12**

Order Sep 00:20:00

Contract / Revision **307835 /**

Product

Estimate #

Citizens Protecting Michigan's Con

Alt Order #

Original Date / Revision
08/13/12 08/14/12

Agency Com 15%

Billing Type Cash

Billing Contact

Order Type GENERAL

Advertiser **Citizens Protecting Michigar**

Billing Cycle EOM/EOC

**3299 K Street NW - Suite 200
Washington, DC 20007**

Billing Calendar BROADCAST

Agency **Strategic Media Services**

Demographic A25-54

Buying Contact

Rev Codes POL POL ISS

**3299 K Street NW - Suite 200
Washington, DC 20007**

Sales Office EWSDC

Product Codes PL

Sales Region NAT

Priority P-4

Agency Ref 2

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	27	\$19,805.00	\$23,300.00	0.00	07/30/12	08/21/12	27	\$19,805.00	\$23,300.00
Totals	27	\$19,805.00	\$23,300.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	08/14/12	08/17/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	1--1--	:30	2	\$1,400.00	P-4	0.00 NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/14/12	08/20/12	-1--1--		2		\$1,400.00		0.00				
N 2	WXYZ	08/15/12	08/20/12	6am News M-F Action News 6am	CM	6-7am M-F	1-111--	:30	4	\$650.00	P-4	0.00 NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/14/12	08/20/12	1-111--		4		\$650.00		0.00				
N 3	WXYZ	08/15/12	08/21/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	-111---	:30	3	\$650.00	P-4	0.00 NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



WXYZ

Print Date: 08/29/12

Page 2 of 2

Contract / Revision **307835** Flight Dates **08/14/12-08/21/12**

Hiatus Dates

Original Date / Revision 08/13/12/ 08/14/12

Order Sep 00:20:00

Advertiser **Citizens Protecting Michigan** Product **Citizens Protecting Michigan** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	08/15/12	08/21/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	- 111 - - -	:30	3	\$650.00	P-4	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/14/12	08/20/12	- - 11 - - -		2				\$650.00		0.00			
	Week:	08/21/12	08/27/12	- 1 - - - - -		1				\$650.00		0.00			
N 4	WXYZ	08/15/12	08/21/12	12p Noon News 12p News	CM	12-1p	- 111 - - -	:30	3	\$400.00	P-4	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/14/12	08/20/12	- - 11 - - -		2				\$400.00		0.00			
	Week:	08/21/12	08/27/12	- 1 - - - - -		1				\$400.00		0.00			
N 5	WXYZ	08/16/12	08/21/12	5p News 5-6pm M-F	CM	5-6pm M-F	11 - 1 - - -	:30	3	\$650.00	P-4	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/14/12	08/20/12	1 - - 1 - - -		2				\$650.00		0.00			
	Week:	08/21/12	08/27/12	- 1 - - - - -		1				\$650.00		0.00			
N 6	WXYZ	08/14/12	08/21/12	6p News 6-630pm M-F	CM	6-630pm M-F	11 - 1 - - -	:30	3	\$900.00	P-4	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/14/12	08/20/12	11 - 1 - - -		3				\$900.00		0.00			
	Week:	08/21/12	08/27/12	- 1 - - - - -		1				\$900.00		0.00			
N 7	WXYZ	08/14/12	08/17/12	7p News M-F 7-730p	CM	7-730pm M-F	- 1111 - -	:30	4	\$750.00	P-4	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/14/12	08/20/12	- 1111 - -		4				\$750.00		0.00			
N 8	WXYZ	08/19/12	08/19/12	This Week SUN 10am This Week SUN 10am	CM	Sun 10-11am	- - - - - S	:30	1	\$2,000.00	P-4	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/14/12	08/20/12	- - - - - S		1				\$2,000.00		0.00			
N 9	WXYZ	08/19/12	08/19/12	Early News Su Su 6-630p	CM	6-630pm Sun	- - - - - S	:30	1	\$700.00	P-4	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/14/12	08/20/12	- - - - - S		1				\$700.00		0.00			
N 10	WXYZ	08/18/12	08/18/12	Dream Cruise 7-9pm Sa Woodward Dream Cruise	CM	7-9pm Sat	- - - - - S-	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/14/12	08/20/12	- - - - - S-		1				\$3,500.00		0.00			
N 11	WXYZ	08/19/12	08/19/12	Woodward Dream Cruis Woodward Dream Cruise	CM	Woodward Dream	- - - - - S	:30	1	\$0.00	P-4	0.00	NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/14/12	08/20/12	- - - - - S		1				\$0.00		0.00			
Totals														27	\$23,300.00